

Slide 1: Addressing Tensions When Conventional Wisdom, Clinical Practice and Evidence Collide: Prostate Cancer Screening Guidelines

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Slide 2: American Cancer Society Nine-Step Guidelines Development Process

1. Select guidelines panel members
2. Define objectives
3. Develop an outcome model
4. Establish procedures for documentation
5. Define admissible evidence
6. Review the scientific evidence
7. Submit draft guidelines for peer review
8. Evaluate the peer-review comments and revise the draft guidelines
9. Continue to evaluate the guidelines and revise them further if needed

Slide 3: Prostate Cancer Advisory Committee

Andrew M.D. Wolf, M.D. (Chair) Internal Medicine	
Claudia R. Baquet, M.D., M.P.H. Internal Medicine	Cynthia M. LeBlanc, Ed.D., M.A. ACS National Board
Gerald Chodak, M.D. Urology	Terry Mason, M.D. Urology, Public Health
Jennie Cook ACS National Assembly Life Member	Viraj Master, M.D., Ph.D. Urology, Research
Anthony V. D'Amico, M.D., Ph.D. Radiation Oncology, Research	Andrew L. Salner, M.D. Radiation Oncology
Ruth B. Etzioni, Ph.D. Epidemiology	Virgil H. Simons Survivor
Thomas D. Fogel, M.D. Radiation Oncology	Ian M. Thompson, Jr., M.D. Urology, Research
Paul A. Godley, M.D., Ph.D., M.P.P. Urologic Oncology, Research	Richard C. Wender, M.D. Family Medicine

Slide 4: Guidelines Development Process

Guidelines Panel

- American Cancer Society (ACS) Prostate Cancer Advisory Committee
 - Multidisciplinary
 - Specialty and survivor representation
- Experts in geriatrics and informed decision making
- ACS staff in communications, advocacy, and patient/clinician education
 - Are invited to observe guidelines panel discussion and deliberation
 - Gives context for their roles in guideline dissemination and implementation

Slide 5: American Cancer Society Guideline for the Early Detection of Prostate Cancer (1 of 2)

The American Cancer Society recommends that asymptomatic men who have at least a 10-year life expectancy have an opportunity to make an informed decision with their health care provider about whether to be screened for prostate cancer, after receiving information about the uncertainties, risks, and potential benefits associated with prostate cancer screening.

Slide 6: American Cancer Society Guideline for the Early Detection of Prostate Cancer (2 of 2)

Core Elements of an Informed Decision Making Discussion

- Screening increases the chance of finding prostate cancer at an earlier stage.
- Screening might lower a man's risk of dying from prostate cancer — but this is not entirely clear.
- Screening gives many false-negative and false-positive results.
- Overdiagnosis and overtreatment are common.

Slide 7: External Communications Strategy

- Directed media inquires to defined spokespersons.
- Frame as reaffirmation and refinement of prior American Cancer Society guidelines (“update” vs. “new”).
- Focus on informed decision making.
- Acknowledge conflicts with guidelines from some other groups but reinforce areas of agreement, that is, “[A]ll organizations recommend informed decision making”

Slide 8: External Communications: Press Release

Image of an embargoed press release titled: American Cancer Society Updates Prostate Cancer Screening Guidelines

Slide 9: Internal Communications Strategy

- A series of Webinars for staff and volunteers are held to explain guidelines and answer questions.
- Frequently asked questions and communications “bullet points” are shared with American Cancer Society staff and volunteers nationwide.

Slide 10: Communications Strategy

Image of Prostate Cancer Early Detection Recommendations: Update 2010 Frequently Asked Questions

Slide 11: Dissemination Strategy

- New materials and tools for clinicians and the public (print, video, and PowerPoint presentations)
- Housed on a newly created section on the American Cancer Society Web site (available at www.cancer.org/prostatemd)

Slide 12: Clinician Informed Decision-Making Tool

Image of New Prostate Cancer Screening Guidelines for Health Care Professionals issued by the American Cancer Society.

Slide 13: Patient Decision Aid

Image of Testing for Prostate Cancer: “Should I be tested? Is it the right choice for me?”

Slide 14: Simple Messages (“Less Is More”)

- Prostate cancer affects many men.
- There are tests to find it early.
- We don’t yet know if the benefits of testing outweigh the risks.
- Men should learn about prostate cancer and testing, then decide if testing is the right choice for them.

Slide 15: Pictographs

Two pictographs titled:

- 17 out of 100 men (17%) age 50 will be diagnosed with prostate cancer during their life.
- 3 out of 100 men (3%) age 50 will some day die of prostate cancer.

Slide 16: Balanced Discussion of Pros and Cons

Two images displaying benefits and risks titled:

- If I get tested.
- If I do not get tested.

Slide 17: Values and Preferences

Two images displaying the reasons to be and not to be tested.